

**SUSTAINABILITY INDICATOR PROJECT WORKSHEET****Country / State:**

Australia / Western Australia

**Name and address of institution / organisation:**

City of Fremantle, PO Box 807, Fremantle, WA, 6959, Australia

**Title of project / indicator theme / issue****“Shed Your Car Day” / behaviour change and awareness raising / sustainable transport****Brief description of the main problems / challenges ( to be approached by the initiative )**

Car-use in metropolitan Perth (encompassing the City of Fremantle) is growing, with over seventy-five percent of trips made in Perth involving cars. Travel behaviour dominated by car trips is not environmentally, socially or economically sustainable.

The City of Fremantle is aware of this trend, and acknowledges that local and state government planning agency decisions have an impact upon the travel choices available to the local community. The city is also aware of the need to educate and inform the local community about alternatives to the car that are currently available.

Shed Your Car Day serves as a focal point to promote debate and discussion as well as to encourage members of our community to experience the benefits of walking, cycling, car-pooling and catching public transport. Attention is focussed through the use of information, education, promotion, incentives, research and special events.

**Brief description of the causes to the problem / driving forces**

Travel behaviour dominated by car trips is not environmentally, socially or economically sustainable, especially in urban areas.

**Used Indicators**

In 2000 the following indicators were used to gauge the success of the event against its objectives ( courtesy of Carey Curtis, Department of Urban and Regional Planning, Curtin University of Technology, Perth, Western Australia):

- **Encouraging behaviour change towards reduced car use:**  
A comparison of the mode share by those surveyed on the event day with the figures given for the Perth inner metropolitan Region demonstrates a clear shift away from car use (76% compared to 42%). Of those surveyed 12% indicated that they had changed mode because of the event. The workplace challenge was also successful in encouraging travel behaviour change, with a reduction of some 220 car trips saving some 2900 vehicle kilometres. The Bike to Breakfast also attracted over 200 cyclists into the city.

**Used Indicators ( continued )**

- *Increasing awareness of environmental issues such as air pollution, noise pollution and congestion caused by private cars:*

The intercept survey confirmed the level of awareness about the need for such an event with 83% supporting the event and the majority citing less cars and less fumes as the reason for this. Most of those surveyed in the intercept survey (97%) thought the event should be repeated in the future; 16% thought a car free street should be a permanent feature, 40% said it should be so on a monthly basis. The environmental monitoring survey confirmed that there was a reduction in emissions on the day. The reduction in VKT achieved through the workplace challenge is estimated to have reduced carbon dioxide emissions by 579.62 kg.

- *Recognition of the health benefits of walking and cycling:*

This was promoted through the workplace challenge publicity, and through the Cycle Instead Bike to Breakfast.

- *Creating more space for pedestrians and cyclists:*

The road closure clearly created more space for cyclists and pedestrians on the day. The intercept survey, workplace challenge, and Bike to Breakfast all indicate increases in the number of cyclists and pedestrians on the event day.

- *Encouraging more people to experience available public transport options:*

The organisers of the event ensured that there was no disruption to bus services through the road closure as buses were permitted to access this street. The workplace challenge organisers and co-ordinators promoted access to the city by public transport. The results of the workplace challenge clearly indicate a doubling of train use, and almost 3 times as much bus use on the event day.

- *Encouraging a greater sense of community and safety within Fremantle:*

This is less easy to measure. One measure is evidenced by the impressive response of local businesses in their support and sponsorship of the event through the donation of prizes, and support for the bike to breakfast. The Workplace Challenge and the Bike to Breakfast were also successful in bringing the community together.

- *Demonstrating the benefit to business of reduced car traffic in Fremantle:*

The observation survey showed overwhelmingly that more people were attracted to the city's establishments on the event day with a range of 61% and 23% increase in patronage in local cafes and shops along South Terrace. The survey of car parks showed only a marginal reduction in use (1%), demonstrating that it is possible to close the main city centre street with no dis-benefit to those wishing to access the city by car. The intercept survey clearly demonstrated the level of importance the community placed on street closure with 97% wanting a repeat of the event. In the retailers survey (16 businesses) there was little evidence of dis-benefit from the event: 7 reported no change in turnover, 7 reported a drop in turnover, but for the majority this was 10% or less.

- *Supporting the Fremantle Council City Plan objective for a sustainable city:*

This event clearly fits within the City's objective for a sustainable city with environmental benefits achieved through car travel reduction, economic benefits achieved through increased patronage of the city shops and cafes, and social benefits of more people using the streets and city centre.

- *Supporting and encouraging other communities to recognise the benefits of similar events:*

The publicity surrounding the event would have had some benefit in supporting and encouraging other communities to recognise the benefits of the event, although it is evident from the retailers survey and the intercept survey that more could be done to publicise and market the event. The web site established for the Shed Your Car event also provides detailed information and links, which would be a direct benefit in the achievement of this objective.



### Objectives in general

Shed Your Car Day aims to:

- promote the health, financial, social and environmental benefits of reduced car usage in the community,
- allow people to experience a day of reduced car-use in Fremantle, and
- raise awareness and encourage use of more sustainable travel alternatives

### Objectives in specific

Shed Your Car Day aims to promote the benefits of reduced car-use in the community by:

- raising public awareness of and understanding about how car dependence contributes to health-related problems, social issues and environmental problems in our community,
- promoting and encouraging people to consider using alternatives to the car more often and highlighting that using these alternatives can have a positive impact on social, environmental and health issues,
- providing related information to interested members of the community,
- highlighting how air and noise quality improves through reduced car-use in the community,
- demonstrating how reduced car use in the community can lead to increased levels of road safety, and noting that this encourages greater use of more healthy modes of transport within the community, supporting and encouraging other communities in Western Australia and Australia to recognise the benefits of similar events.

### Efforts done or planned

Over the past 3 years the City of Fremantle have supported an initiative called "Shed Your Car Day", which is an event designed to encourage behaviour change and promote the health, social, economic and personal benefits that can be derived from reduced car-use in our community.

This year the event attracted interest and support from the United Nations (DESA/Division for Sustainable Development, Energy and Transport Branch) through its global Car Free Day Series (see <http://www.uncfd.org> for details). It was also supported by a broad range of other local and national stakeholders, including:

- a volunteer-led Community Advisory Committee,
- the City of Fremantle and the Town of East Fremantle,
- the State Government's Department of Planning and Infrastructure,
- over 50 local traders,
- the Sustainable Transport Coalition, and
- the Cycling Promotion Fund.

The City of Fremantle, with assistance from the Australian Department of Transport and Regional Affairs, have documented this year's event through a broadcast quality video production (2 productions at approximately 20 mins and 5 mins) and professional quality stills photographs (digital).

This information will be presented as a case-study to the World Summit on Sustainable Development as an example of a locally driven sustainable transport initiative.

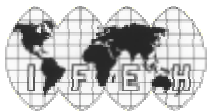
Please note that the event has already received formal commendations from the following organisations (amongst others):

the United Nations,  
the Australian Greenhouse Office,  
the International Council for Local Environmental Initiatives,  
the City of Christchurch (New Zealand) and  
the City of Port Phillip (Victoria, Australia).

It is anticipated this event will be run again by the City of Fremantle, and it seems very likely that other local governments and organisations from around the region will participate in future years.

More information about the event can be found at the following web-sites:

<http://www.carfre.org>      <http://www.freonet.net.au/shed-your-car/>

**Graphical presentation of time related progress on selected indicators**

A range of research has been conducted to measure the success of the day against its objectives in each of the three years the event has run. Research has included:

- environmental (air quality) monitoring,
- intercept surveys (summary comparison between results from 2000 and 2001 events found below),
- retailer activity surveys,
- analysis of the results of a "Workplace Challenge" sub-event, as well as
- traffic and car-park surveys.

A comprehensive research report about the 2000 event can be down-loaded from the following web-address: [http://www.freonet.net.au/shed-your-car/syc\\_research.pdf](http://www.freonet.net.au/shed-your-car/syc_research.pdf). Reports on the outcomes of the 2001 and 2002 events are in preparation and will be available in the near future. In the meantime, the following chart compares the results of the 2000 intercept survey with results from the 2001 survey (both had samples of around 300 randomly selected interviewees).

<b>Issue:</b>	<b>2001 results:</b>	<b>2000 results:</b>	<b>Compared to</b>
Heard about 'Shed Your Car' Day	63%	46%	
Heard via local paper	22%	17%	
Heard via flyer	9%	6%	
Heard from web	1%	0%	
Word of mouth	23%	12%	
Other media	18%	17%	
<b>Event is a GOOD IDEA</b>	<b>96%</b>	<b>83%</b>	
<b>Because:</b>			
Less cars	59%	56%	
Less noise	49%	41%	
Less fumes	58%	56%	
Easier to shop	33%	21%	
Easier to get around	43%	32%	
Other reasons	30%	36%	
<b>Changed mode as result of event</b>	<b>27%</b>	<b>12%</b>	
- of car drivers thought event was a good idea	95%	75%	
- came especially for the event	28%	10%	
<b>Thought event should be repeated:</b>	<b>98%</b>	<b>97%</b>	
- once a year	21%	13%	
- twice a year	20%	23%	
- once a month	21%	40%	
- once a week	7%	6%	
- permanently	29%	16%	

(Results courtesy of Carey Curtis, Department of Urban and Regional Planning, Curtin University of Technology, Perth, Western Australia)

**How to get further information**

More information about the event can be found at the following web-sites:

- <http://www.carfre.org>
- <http://www.freonet.net.au/shed-your-car/>

Information can also be obtained by contacting:

John Pinkard  
TravelSmart Officer  
City of Fremantle  
Tel: +61 (0)8 9432 9939  
e-mail: [johnp@fremantle.wa.gov.au](mailto:johnp@fremantle.wa.gov.au)